

The ROYAL



STANDARD

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DECEMBER, 1923

29 OFFICES IN LAST LAP OF GRAND PRIZE CONTEST

Elimination Contest Shows Many Close Races

By the time this issue of the "Royal Standard" reaches you, the offices who came out on top in the November trial heats will be well on their way in the divisional contests for the Grand Prizes.

Just as was expected, the individual races in November were replete with hard fought battles. The offices, most of them so closely matched that it was impossible to try and predict a winner before the last complete final report was in, put every ounce of power they had into the race. The winners set a dizzy pace—and they had to, or they would have been headed off in short order.

As a matter of fact, the offices that came in second best in almost every case put up such a good fight that the judges didn't have the heart to keep them entirely "out of the money" in December, so Consolation Prizes are being offered to the office among the "runners-up" in each division which makes the best showing in December. This contest will run parallel to the Grand Prize Contest and, we feel certain, will bring battles just as hard and interest as great.

The Grand Prize Contests, though, are the ones which will determine the real champions of the sales organization in their respective classes, and it is to them we look for some surprises. December is a short typewriter month, but it is a good one—usually one of the best of the year. It is in the early and middle part of the month that the business must be brought in. After the Christmas holiday comes a sort of lethargy that it takes real salesmanship to surmount.

Right now, the minds of those people who constitute your purchasing power are in the most receptive state of all the year. Before Christmas is buying time. People have come to recognize that. Crystallize that attitude and get your share of its benefits. Progressive offices are anxious to start the new year with new equipment—and they need the best. That is where Royal fits in.

The advertisement below to appear in February issue "Hearst's International Magazine"

For A ROYAL TIME

"Of course, Jack! I'll be delighted to go."

"Tired? No, not a bit of it. And I've pounded my Royal pretty hard since nine this morning, but a long day's work on that machine of mine leaves me fresh as a daisy."

"Fine, Jack! At the Ritz-Royal in twenty minutes and on with the dance."



"BEFORE-DINNER fatigue"—the spoiler of many social evenings—is never experienced by the stenographer whose good fortune it is to use the Royal Typewriter.

The Royal's ease of operation, due to its accurately balanced keys, enables her to follow the day's work through without weariness. Beautiful press-work and perfect alignment eliminate those distressing moments of criticism which can only be avoided in many instances by rewriting at the expense of time and nerves. Instead

there is only anticipated praise for work well done to close the day and start an enjoyable evening right. Royal Typewriter Company, Inc., 364-366 Broadway, New York City. Branches and Agencies the World Over. "Compare the Work."

ROYAL

Compare the work.

TYPEWRITERS

There are seven strong, well-mahaged offices in Divisions A, B and D, and eight in Division C, where Worcester and Springfield, Ill., fought a dead heat, and only four out of these twenty-nine good

offices will win the Divisional Grand Prizes. These four offices, one in each class, will indeed be CHAMPIONS.

This is a short race—more of a sprint than a marathon. It covers only one month—but that month is

one of the best in the year. Concentrated, intensive sales effort will decide the race. The offices are just as well matched as were the preliminaries. May the best horse win.

MANY HAPPY RETURNS OF THE DAY

Re-established Machine-A-Day Club One Year Old in December

There is a birthday in the Royal Family this month.

The re-established Machine-A-Day Club is one year old. Just a year ago the announcement was made that men who sold twenty-six typewriters in a month, or a machine a day, would be admitted as Charter Members. That alone should make December a memorable month in the minds of the Royal Sales Organization.

If you are a member, you may well be proud of it. The Royal Machine-A-Day Club is the most select body of Specialty Salesmen in the world today, and it is indeed a signal honor to be a member. The men who have achieved this honor and are repeating it from month to month are those who are contributing in largest measure to the success of the Royal Typewriter Company today.

The Machine-A-Day Club is an old institution with the Royal Typewriter Company. We looked back to find its first record, and, in the very first issue of "The Royal Sixty-five," our house organ years ago, we find mention of it and a number of its members. That was in September, 1909. It was surprising to see the number of men in the club even at that time.

We can well be inspired by the records of those men. With a new product, just coming into a market practically controlled and monopolized by large competitors, these men, by their faith in their product and the power of their salesmanship, made records which still stand.

It was not then as it is today. The Royal Typewriter itself was not the wonderful, efficient office machine it is today. The Company was not known and recognized as it is today as a leader in the industry. Yet it was these very men who made possible the creation of the Royal No. 10 and the capacity of the Royal organization today. These men built up the market for and the reputation of the Royal Typewriter of today. They went out in spite of handicaps and, by hard work and consistent effort, made Machine-A-Day records, and

repeated, month after month, without resting for a moment upon their laurels. Three men, one of them in our New York Office, still making his Machine-A-Day record, continued repeating for over three years, month after month, not missing once.

Just a year ago this month, the Club was re-established. We determined to make it a better, bigger organization than it was ever before. And it is. In December of last year, there were sixty-one members. Now we have a hundred and eighty-two. Each month the club has grown. New members were added, as they won their rings, and old members repeated.

There are five salesmen in the organization who have proven themselves of the calibre which makes champions. Their pictures are shown below. They have repeated their Machine-A-Day record every month since the re-inauguration of the club



ALLINGHAM
New York



BRAINERD
Hartford



WELLMAN
Louisville



MILLER
Pittsburgh



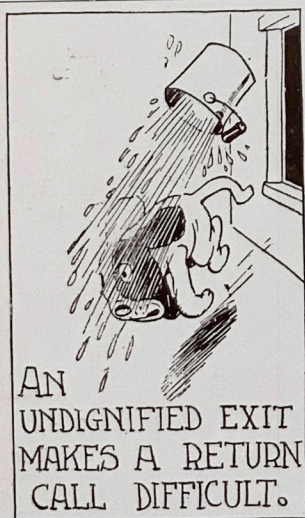
AGNEW
Los Angeles

Not a month have they failed to make this record which to most salesmen appears to be a far away goal which they are proud to make once. Mr. Allingham, Mr. Agnew, Mr. Brainerd, Mr. Wellman and Mr. Miller deserve every bit of credit we can give them for their remarkable achievement.

There are other men who have made their records almost every month—quite a number of them. These men too deserve heartiest congratulations.

Our Club is big—and every bit as good as the old organization. One of the old timers was talking to us not so long ago and maintained that in his day as a salesman more men made their M. A. D. in a single month than our new club has done so far.

We had sixty-one men last December who rallied to the standard with a Machine-A-Day. This year, with a hundred and eighty-two members, we can't let it fall below that. Our Slogan for December — SEVENTY-FIVE MEN WITH M.A.D. RECORDS.



THE "ROYAL" VANGUARD



Reproduced above is the "Royal" advertising vanguard marching ahead of Royal salesmen and carrying Royal advertisements, making contact with eight million persons monthly. It can be seen at a glance it is a mighty formidable army penetrating through

every high road and by-way of the United States.

The circulation of the "Saturday Evening Post" alone is over 2,500,000; "American" over 2,000,000; "Literary Digest" over 1,300,000; "Cosmopolitan" over 1,000,000; "Red Book,"

700,000, and "Hearst's" nearly 500,000.

The Company is clearing the track. Let it work to your advantage in sales.

C. A. Westcott,
Advertising Manager.

PRINCETON 7; YALE 0

Metropolitan Team Contest Proves Unusually Interesting

In the month of November, the New York Sales Force engaged in its first team contest. It is surprising the amount of enthusiasm such a contest creates. It took the form of a football game, two captains being chosen by the manager, and the captains picking their teams.

Dave Allingham and Tom Gleason were the respective captains of the "Princeton" and "Yale" teams. Husky, fast teams they were, too! With the vociferous Freund boys as quarterbacks, all the atmosphere of a real football game was there. Away up on the third floor, in the General Offices, the window panes rattled with the cries of "Princeton, Princeton — rah-RAH-RAH! Yale, Yale — BAH-bah-bah!" and the reverse.

The big blackboard was lined off in the form of a gridiron. The board and the entire office was decorated with college pennants. Each man's desk had on it the insignia of the team he represented. On the first of the month, the ball was placed in the centre of the field. Small football player's figures, pinned to the board, represented the various men.

Just as in a regular game, eleven men were in the game for each side, and the rest lined up on the side as alternates for the respective positions. Regular football rules were observed. Four downs, ten yards to go, or the team lost the ball. Yale got the ball on the kick-off, but lost the ball on downs when it couldn't gain ten yards. Then Princeton went in with a slashing offensive, but also lost the ball on downs, after making two first downs. After Yale had had another session with the ball, Princeton re-

covered again, and went through irresistibly for a touchdown, with plenty of orders to spare. On the point after touchdown, the ball was placed on the five yard line, and Princeton went through again. Score — Princeton 7, Yale 0.

Then they fought back and forth in the middle of the field again, but neither could make another touchdown. Two days before the end of the month, with the ball in possession of Princeton on a first down, it became apparent that there was no possible way for Yale to win, and Princeton was declared the victor.

A handsome silver trophy cup was awarded to Captain Allingham for his achievement, and small replicas of the cup were presented to every member of the winning team. It was a great battle, and won only by the closest of margins. Both teams deserve a great deal of credit.

Employment Department

Beginning with January, we are going to show the standing of our Employment Department based, not only on the number of sales made, but also upon the number of positions filled. Each office will be given a quota and their standing will be determined upon a percentage basis.

The sales made through our Employment Departments so far this year are far ahead of the number secured during the entire year of 1922, and judging from the systematic and consistent efforts being made by our employment managers to follow up all tips, the showing for 1924 will be an improvement even over their records for this year. Below is the standing

for the month of November which is based upon the number of sales made:

1 New York	6 Buffalo
2 Chicago	7 Pittsburgh
3 St. Louis	8 Philadelphia
4 Los Angeles	9 Toledo
5 Cleveland	
6 Kansas City	
7 Washington	
8 Baltimore	
9 Louisville	
10 San Francisco	
11 New Orleans	

Branch Brevities

Chicago Chips

Somebody else had a birthday. We found out about it from old Dame Rumor. But she didn't tell us how old he was, and we were too polite to ask. Our heartiest congratulations to Mr. Larsen, our genial Chicago Manager.

We understand the Chicago Salesmen aren't so very confident any longer of their undisputed (until now) superiority in the bowling alleys. The girls of the Chicago Office are spending an hour a week pushing the poor pins, and the air is fairly laden with a challenge which is coming.

The information has leaked out that Mr. LaBorence has taken unto himself "a better seven-eighths." Congratulations seem the order of the day, and we surely congratulate our friend. From what we hear, he has "picked a winner."

Mr. H. A. Sala, of the San Francisco Office, visited Chicago recently. He says he surely saw a prize office in action.

Hancock in New York

Spruce and energetic as usual, our own Ernie Hancock came in to see us in New York. And it was a very welcome visit. Mr. Hancock, with his ever present smile and abundance of pep, always sends us up a few rungs on the ladder. We wish he could have stayed with us longer.

Robinson Returns

We stepped down into the Metropolitan Department several times during the early part of November, and noted sorrowfully the absence of a generous and efficient avoirdupois. But the prodigal has returned. "Robbie" Robinson surely deserved the little vacation he blew himself to, and he is back on the job bound and determined to win that \$500 in Division A.

Wellman Uncovers a Star



LORBER
Louisville

For a long time we thought that Mr. Wellman sold all the typewriters that could be sold in Louisville, but he has obtained a young fellow who bids fair to be a worthy rival.

The young gentleman whose picture is shown, is Mr. Charles Lorber. After only about a year and a half in the typewriter business, he joined the Louisville Sales Force the middle of November and averaged better than the M.A.D. for the balance of the month. He promises us an M.A.D. in December.

We see a great future in the Royal Organization for Mr. Lorber.

Boston Bonds

Boston Office has surprised us with three new Machine-A-Day men this month. Quite an achievement! D. R. Austin, Frank Edwards and E. F. Gallup are the new members. Mr. Austin had a new arrival in the family and celebrated by joining the Club. Congratulations on both, Mr. Austin.

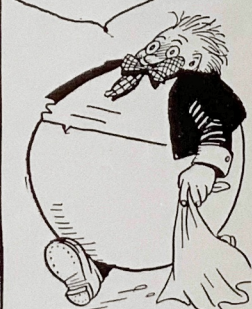
Frank Edwards at Lynn, is one of our old-timers. Typewriters, in Shoe-town, means "Frank Edwards and the Royal." He surely has popularized the Royal there.

Who said you can't sell typewriters in the country? Refer your inquiries to E. F. Gallup. He is doing great work out in the wilds of New Hampshire, and threatens to become a steady repeater in the M. A. D.

Everyone in the Boston Office is greatly pleased with the refinements made by the "Production Wing" during the past year—the visible refinements as well as those which cannot be seen by the casual observer. The salesmen have taken a hitch in their belts, shifted the stogie to the south-east corner of their determined countenances, and gone to work to improve selling methods and work harder to keep ahead of the Factory.

Salesman Burns bought a new gas wagon and dubbed it "M. A. D." It brought him such good fortune that he sold a machine each day for the next seven days.

IF YOU WANT TO PUT
IN A FAST AFTERNOON
OF WORK THEN LAY
OFF THE BIG-NOON
FEED BAG—



Quality—Measure of a Typewriter

Many articles are written on Quality, and they seem to be able to reach a definite status as to what Quality is. Yet, when the word "Quality" is properly analyzed, it is apparent that it is an ideal which is never fully attained. Present business is maintained on the Quality of today, but it will not do for tomorrow. To obtain Quality, there must be a continual striving by exhaustive study, experimenting, initiative, ability and imagination to accomplish the best in workmanship, design, utility, durability and finish. Thus, will the Quality of our typewriter be severely judged by the user. The user sets our standard of accomplishment, and not we ourselves. Every worker in the factory plays his part, and his part will leave its mark for good or bad on the Quality of the product; not only that each one who has failed to live up to his best has spoilt his own record, but has placed a handicap on the good work of his fellow workers. There is no compromise with Quality, because it lowers the efficiency and utility of our product. It must be good or poor.

We, here at the plant, buy the finest materials that money can buy, the highest grade and productiveness in machinery, best possible designs in our tools; we strive to have a well balanced organization, and last but not least, we have a high class of labor. Many times daily, the call for Quality is repeated over and over again, and the sound is echoed around the walls of the factory. Not how cheap can we make this part or that operation, but how good can we make it. We are continually insisting that each dollar spent must have its equivalent in productive quality; the dollar is sound payment, and our labor must give us sound value. We know that each part produced well is a monument to the work of the operator, and no man ever reaped a greater success than he who produces well. The user forever sings his praise and appreciates what has been done to help him.

The workman who puts a small screw in the frame of our machine carefully and correctly, is as much a success proportionately and relatively, as the man who does a more intricate operation. The workman who inspects a part to see that it is correct in its requirements and Quality, is just as much a success as he who produced the part, insofar as organization goes. One is necessary to the other.

The man who sweeps the floor of the factory well is giving us Quality. The truckman who transports the materials from one department to another carefully and quickly; the workman who uses every means to check up and inspect the raw material; the man who daily traces parts from one department to another, anticipating deliveries, eliminating shortages and co-operating with the producers; the clerk in the factory office who keeps accurate records up to date; in fact, every man in our organization doing his work well and quickly is a part of the measure of the Quality we produce.

If a skilled worker makes a tool that can produce well, and the operator produces poor work from that tool, the operator creates two means of inefficiency and carelessness, the tool and his own work, and he also robs his fellow toolmaker of what rightfully belongs to him—the honor of Quality which is his greatest asset.

We all realize that where there is Quality, there is efficiency; one is a part of the other. The most essential factor for Quality is unity between

men, foremen and management; ability, co-operation and experience, are the other essentials.

It may be argued that a tool may produce a part perfectly, thus giving Quality, and yet the tool may not be as productive as another design, capable of just as good work. This is usually a matter of progress, and the progress nine times out of ten, was first made possible by study of the first tool.

Do you men on the selling end realize the extreme care and attention given to the production of the Royal Typewriter? Take a machine now and look it over, and then stop to consider the beautiful pilaster base with its specially designed one piece plate glass side, encased in the nickel plated German silver frame; the rounded effect of the upper plates, all with that wonderful japan finish. Look at the designs on the parts at both ends of the carriage, note the straight lines, every one having a harmonious relation with the machine as

supper, which was served about 5:15, the "Royal Entertainers," put on a Minstrel which, judging from remarks to be heard afterwards, went over big.

Mr. C. D. Tuska, of the C. D. Tuska Company was the speaker. He talked on "Radio." It was most entertaining and interesting to both the radio "fans" and otherwise.

The leaders in production for November are as follows:

Department 2 Mr. H. Snow
Department 1 Mr. W. Berg
Department 3 Mr. L. Froebel
Department 36 Mr. G. Cavanaugh
Department 18 Mr. J. Godfrey
Department 25 Mr. P. Greene

Mr. Snow, Department 2, is in the lead again. Who said "Efficiency?" He needs watching, as he is in the lead in a good many divisions, and big things are expected of him.



a whole. Design and beauty are required, as well as utility, and durability. He stands highest who produces Quality with harmony.

The best built typewriter doesn't exist by simply believing it is the best, but by knowing and proving it is. All fundamentals must be sound, men of ability and experience must be behind the product, and back of these men must be the spirit to do, the power to organize, the means to visualize, the faculty of imagination, sound business control, clean and healthy traits, and high class integrity.

That is Quality, as you and I want to know it. Thus, Quality will place you where you belong, and with Quality, the user will commend our product. That is the height of accomplishment.

Foremen's Club Meeting

The monthly gathering of the Foremen's Club took place November 21 at the Factory. It was in the nature of an open meeting, about seventy guests being present. After

USE YOUR TOOLS; ALSO YOUR HEADS—THINK

By Julius Schillinger, Asst. Sales Mgr.

The merits of the Royal Typewriter have become very familiar to you by this time—Why? Because you are a mechanic, and a good mechanic can tell quality in a machine. Regardless of the type of machine, whether it be an automobile, cash register or typewriter, the man who pulls them apart is bound to form an opinion of the workmanship and quality used.

If one were to ask the writer the first step towards success as a typewriter mechanic I would not hesitate to say that you should master the machine first. There is very little ahead for the man in the Service organization who does not understand thoroughly his product.

Secondly, the man at the bench who has studied his machine should naturally aspire to hold the position of Foreman. In this line of work a

OCTOBER'S SERVICE DEPARTMENT CONTEST

Division No. 1

DALLAS ON TOP

The unexpected has happened in the first division of the Service Department Contest as Dallas who held last position for September made a rush to the top for October. This branch came right through center with a smash for a touch-down. We take this opportunity of congratulating Mr. G. Guffey, foreman and his staff on this fine team work.

St. Louis stepped up from eighth position in September to second place for October. Mr. J. Appel is foreman of this branch and was a close contender for the lead.

Boston, Mr. H. E. Johnson, foreman, came in third.

Below is a list showing the standing of the various offices:

- 1—Dallas 1*
- 2—St. Louis 3*
- 3—Boston 1*
- 4—Washington 10*
- 5—Baltimore 6*
- 6—Buffalo 4*
- 7—Detroit 4*
- 8—Atlanta 2*
- 9—Cleveland 10*
- 10—Louisville 5*
- 11—Hartford 6*
- 12—Chicago 10*
- 13—Pittsburgh 5*
- 14—Philadelphia 7*
- 15—Cincinnati 7*
- 16—Kansas City 5*
- 17—Minneapolis 5*
- 18—New Orleans 4*
- 19—Portland, Ore. 4*
- 20—Indianapolis 4*
- 21—Los Angeles 3*
- 22—New York 1*
- 23—San Francisco 1*

Division No. 2

HARRISBURG IN FIRST PLACE

The Harrisburg Office made its goal for the month of October fighting its way up from eighth position in September. Mr. R. Bentz, foreman, is to be commended on this fine showing.

Ft. Worth with Mr. E. McKay, foreman made an advance from fourteenth position in September to second for October.

Bangor with Mr. R. Hitchcock, foreman came through from thirty-eighth position in September to third place for October. This branch is working hard to gain the lead and we expect to see it head the list next month.

Below is a list showing the standing of the various offices:

- 1—Harrisburg 6*
- 2—Fort Worth 3*
- 3—Bangor 1*
- 4—Dayton 8*
- 5—Bridgeport 10*
- 6—Memphis 3*
- 7—St. Paul 4*
- 8—Newark 4*
- 9—New Haven 4*
- 10—Jacksonville 3*
- 11—Allentown 7*
- 12—Little Rock 4*
- 13—St. Louis 10*
- 14—Rochester 4*
- 15—Waterbury 1*
- 16—Columbus 6*
- 17—Omaha 1*
- 18—Albany 4*
- 19—Fresno 4*
- 20—Akron 3*
- 21—San Antonio 1*
- 22—Milwaukee 3*
- 23—Springfield, Mass. 3*
- 24—Seattle 1*
- 25—Providence 3*
- 26—Portland, Me. 1*
- 27—Oakland 3*
- 28—Denver 8*
- 29—Toledo 3*
- 30—Houston 5*
- 31—Youngstown 6*
- 32—Davenport 5*
- 33—Des Moines 3*
- 34—Grand Rapids 1*
- 35—Tacoma 1*
- 36—Scranton 7*
- 37—Worcester 3*
- 38—Richmond 1*
- 39—Erie 1*
- 40—Texarkana 5*
- 41—Rockford 1*
- 42—Johnstown 1*
- 43—Springfield, Ill. 3*
- 44—Evansville 1*
- 45—South Bend 1*
- 46—Wichita Falls 1*
- 47—Peoria 1*
- 48—Birmingham 2*
- 49—Binghamton 1*
- 50—Waco 1*
- 51—Fort Wayne 1*
- 52—Duluth 1*
- 53—Syracuse 1*
- 54—Springfield, O. 2*
- 55—Kalamazoo 1*

TO INCREASE NETS— INCREASE EARNINGS

ROYAL DEALERS' 100 PER CENT. CLUB

The following dealers have already attained their quota for the year 1923:



1—LUX and SWADENER
Logansport, Ind.



2—SMITH
H. J. Smith Typ. Ex.
Parkersburg, W. Va.



3—GRANT
Grant's T. W. Ex.
Beaumont, Texas



4—SPIECE
Bucyrus, Ohio



5—PRIOR
Trenton, N. J.



6—PAYNE
T. H. Payne Co.
Chattanooga, Tenn.



7—DAVIS
Colorado Springs,
Colo.

While the dealers listed below have made the 100 Per Cent. Club up to November 30th:



1—ROOF
Tampa, Fla.



2—GRAGG
Pittsburg, Kan.



3—HARTSOCK
Graham & Wells
Corvallis, Ore.



4—GAFFANEY
Office Specialty Co.
Fargo, N. D.

DEALERS' M. A. D. FOR NOVEMBER

The following dealers have made the Dealers Royal M. A. D. for November.



1—GAFFANEY
Office Specialty Co.
Fargo, N. D.



2—PARKER
Macon, Ga.

DON'T LET A LITTLE BUMP-NOW AND THEN-MAR YOUR ENTHUSIASM FOR THE GAME.



MAKIN' THE GRADE IN MACON

The advertisement below, a reduced reproduction of a full half-page advertisement, which appeared in the "Macon Daily Telegraph," is an eloquent token of what can be achieved within a short time by Royal Dealers with the proper organization and

sales and service principles.

The Scott-Parker Company are authorized Royal Dealers exclusively in Macon and the southwestern territory of Georgia. A thousand "Royals" sold in Macon within two years is a record of which they can well be

proud. Needless to say, we feel a justified pride in having such an enterprising organization representing the Royal Typewriter in this territory.

The lay-out and short-and-to-the-point copy in this advertisement is exceptionally good, and we are re-

producing it for the benefit of other dealers who might wish to run an advertisement along the same lines in their own territory.

The Royal organization extends through these columns their compliments to Messrs. Scott-Parker Co.

THE HOME PAPER
"A paper in the home is worth thousands on the street."—Starball
Pick the morning paper from the home street house with you.

THE MACON DAILY TELEGRAPH

5c DAILY
7c SUNDAY

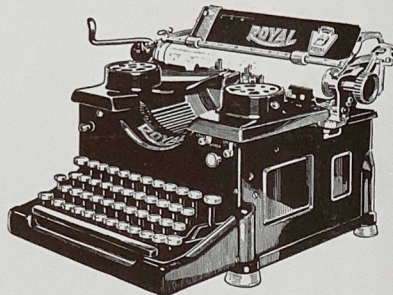
Established 1826

The Telegraph is the Only Macon Newspaper
Publishing Associated Press News Daily & Week.

MACON, GA., WEDNESDAY MORNING, NOVEMBER 28, 1923

The Telegraph is a Georgia Institution With 41
Years' Record of Devotion to Public Interest.

Over 1,000 Royal Typewriters Giving Service in Macon



Within Two Years we Have Sold to Business Houses and Individuals of Macon More than 1,000 Royal Typewriters

This Record Has Been Made Possible Because of Two Outstanding Facts:

FIRST: *The Royal Typewriter Itself*
SECOND: *The Service we Give Our Customers*

They "COMPARED THE WORK" and Chose the ROYAL

We Have Seen to it That the Service Has Been Both Prompt and Efficient

We Ask That You Investigate the Royal and Compare the Work

SCOTT - PARKER COMPANY

503 CHERRY STREET

AUTHORIZED DEALERS
MACON, GA.

PHONE 1087

Southern Typewriter and Supply Co., Shreveport, La.

The picture below is the very attractive and well thought out booth of the Southern Typewriter & Supply Company at the recent Louisiana State Fair held at Shreveport in that state. Mr. M. J. Barrios, Assistant Manager, standing on the right in the photograph states that the benefits derived from this booth were very considerable as they demonstrated the machine to hundreds of visitors and secured leads from all over their ter-

ritory that have resulted in a good many sales since the fair took place.

The Southern Typewriter & Supply Company covers approximately half the State of Louisiana and they are doing a very nice business with the Royal in that territory, although they have encountered a good many factors tending to hinder their operations and steady growth. Now that these conditions have been overcome and affairs are running smoothly, they

are looking forward to 1924 and have every expectation of doing a large volume of business in Louisiana during that year.

The others in the photograph reading from left to right are H. K. Shorter, Mechanic; N. H. Cook, Salesman; Miss K. Walker, Stenographer; who were of great assistance to Mr. Barrios in the management of the booth and giving prompt attention to all those who stopped at the booth.



VAN TASSEL ELECTED KING

Emmott B. Van Tassel was elected King of the Mardigras at the official opening of the Poughkeepsie Jubilee Week held during the month of November.

Mr. Van Tassel's popularity in Poughkeepsie is evidenced by the fact that he far outdistanced his four competitors, having more than six thousand majority over the second contestant.

Mr. Van Tassel is Office Manager for Gurdon R. Abell, Inc., our well known and well liked dealer at Poughkeepsie, whose efforts during the past year in pushing the Royal typewriter have helped to establish him securely in that city.

MOST STARS WERE A LONG TIME GETTING WHERE THEY ARE.



"Royal" Activities in Austria, Netherlands, New Zealand and Poland

One of the most excellent means of promoting the name and prestige of the Royal is the Business Show or Commercial Exhibition. Many of these shows are held at various times throughout the year in the important cities of Europe and it is seldom indeed that the Royal dealers do not

graphs of exhibits conducted by two of the Royal dealers in the European territory.

Netherlands

In photo (lower left) is shown a view of the splendid exhibition conducted by Messrs. Blikman and Sar-

this excellent opportunity to further popularize the Royal in their country.

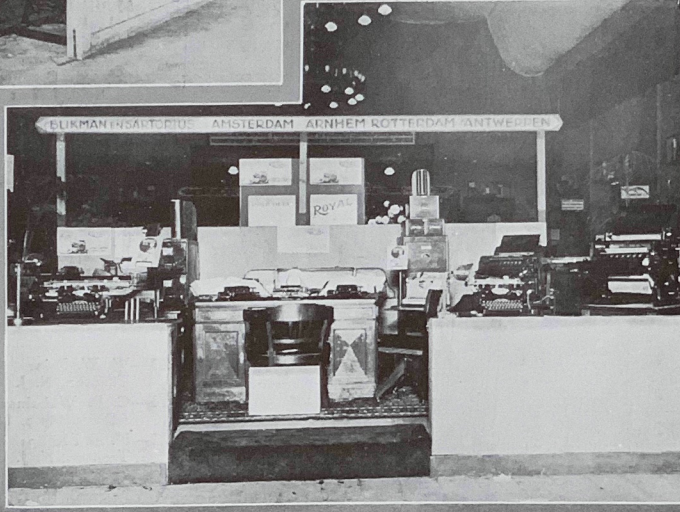
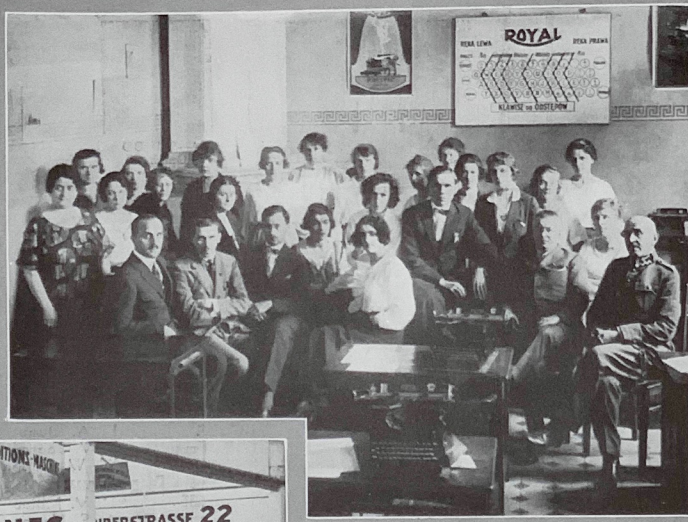
Our readers will undoubtedly agree with us, that these dealers deserve great credit for their fine efforts which we feel sure will serve as an inspiration to other dealers of the Royal foreign organization.

quarters at Dunedin, with a branch at Invercargill. It is Mr. McDougall's intention to open a further branch at Christchurch to ensure Royal needs in that important centre being adequately cared for.

It gave Mr. Pincombe a good deal of pleasure to again meet his friend,

THE WARSAW ROYAL SCHOOL

Among the most progressive of the Royal Schools in the European territory is the one operated at Warsaw by the Royal dealer for Poland, the



take advantage of the opportunities thus offered.

Not only are these shows of value to the product being shown but they are also of importance in establishing and promoting the business of the dealer whose name is naturally associated with the particular product on exhibition.

The inherent beauty of the Royal typewriter lends itself exceptionally well to the successful arrangement of the exhibition and in that way, lasting impressions are made in the minds of business men and other prospective users who inspect these Royal Exhibits. The additional business that eventually results from these favorable impressions well repays the dealers for their efforts.

As an example of successful Royal exhibits, we are reproducing photo-

graphs of exhibits conducted by two of the Royal dealers in the European territory. This Business Show was recently held at Amsterdam and was attended by a large number of people who were very favorably impressed with the Royal exhibit.

Photo lower right gives us a view of the booth at the exhibition at Deventer which was held during the early part of October and also conducted by Messrs. Blikman and Sartorius. It was certainly an excellent display.

Austria

In illustration (center) we reproduce a view of the Royal exhibit at Fourth Vienna Business Show held during September at Vienna. This exhibit was conducted by our dealers for Austria, Joe Lesti, Nfg., who were prompt to take advantage of

NEW ZEALAND PROSPECTS BRIGHT

Mr. Sydney Pincombe, Governing Director of Sydney Pincombe Limited, Royal dealers for Australia and New Zealand, advises having recently visited his New Zealand agents, accompanied by Mr. W. J. Sheehy, Australasian Sales Manager.

The representation of the Royal in this young and progressive territory is shared by Mr. J. H. Colwill, Auckland, who controls the northern part of the North Island and Messrs. W. J. Seater & Company, Wellington, who cover the southern portion. The South Island is in the hands of Mr. A. McDougall, trading under the name of the New Zealand Typewriter & Supplies Company, who has his head-

quarters at Dunedin, with a branch at Invercargill. It is Mr. McDougall's intention to open a further branch at Christchurch to ensure Royal needs in that important centre being adequately cared for.

Mr. W. J. Seater, and discuss with him plans for future development. He found all the Royal representatives full of enthusiasm and ready to take advantage of any suggestion likely to be of assistance in still further improving sales. He considers our Dealers there can be relied upon to make the most of their opportunities.

The population of New Zealand is about one-fourth that of Australia.

Although at the present time the number of typewriters imported into New Zealand is a good deal less than one-fourth of the Australian imports, New Zealanders, as a whole, are of an advanced type and it will not be long before their demand for improved office appliances will equal that of their Australian neighbors.

The success with which the school has already met assures even greater popularity and growth for the future. Mr. Leszczynski's capable efforts are certain to produce gratifying results.

THE ROYAL M. A. D. CLUB NOW HAS 131 MEMBERS

We have listed the M. A. D. roll below under the offices to which the men belong. The names with the asterisk before them are repeaters for November.

† Denotes new M. A. D. members.

THE NEW M. A. D. MEMBERS FOR NOVEMBER



1—BARTLETT
Richmond



2—PIKE
Chicago



3—JOHNSON
Kansas City



4—SHEDD
Omaha



5—HESS
Newark



6—AUSTIN
Boston



7—EDWARDS
Boston



8—GALLUP
Boston



9—MORRISON
Los Angeles

ATLANTA

*J. W. Mann
W. H. Courtenay,

BALTIMORE

*J. C. O'Keefe
*E. G. Dodge

BOSTON

F. L. Gallup
F. A. Smith
F. I. Crocker
*H. E. Burton
R. M. Harvey
†D. R. Austin
†F. J. Edwards
†E. F. Gallup

BUFFALO

H. H. Nunamaker
C. M. Pillow

CHICAGO

*E. J. Goldblatt
H. Nuhn
P. S. Jones
*J. M. Roberts
*E. H. Johnson
*A. J. Redding
*R. C. Goldblatt
H. P. Sutton
W. B. Larsen
B. P. Hamil
J. T. Keefe
*J. C. LaBorence
A. C. Wheeler
†W. R. Pike

CINCINNATI

*G. C. Kinnamon
C. J. Bailey

CLEVELAND

E. F. Hancock
W. C. Rodgers
C. C. Koch
W. H. Peate
G. R. Hatcher

COLUMBUS

L. D. Teeters
L. V. Bell

DALLAS

J. H. Kennedy
L. W. Ozier

DAYTON

*O. P. Gilmore

DETROIT

R. M. Wagner
W. L. F. Hosford
C. W. Knox

DULUTH

E. J. Beaurivage

FT. WORTH

P. H. Billman
W. E. Boswell

FRESNO

H. H. Tomkinson

GRAND RAPIDS

C. D. Walker

HARRISBURG

W. C. Whiteman

HARTFORD

*H. F. Brainerd
J. L. Cook

INDIANAPOLIS

W. F. Teer

JOHNSTOWN

T. M. Patterson

KANSAS CITY

*P. W. Jones
J. H. Noland
*S. D. Wakefield
†C. C. Johnson

LOS ANGELES

*J. M. Agnew
T. M. Duffy

MILWAUKEE

M. F. Brewer
W. C. Boswell

MINNEAPOLIS

*C. L. Smith
R. M. Devin
J. K. Cole

Los Angeles—Cont. Philadelphia—Cont.

*W. E. Howard
†C. C. Morrison

LOUISVILLE

*J. T. Wellman

MILWAUKEE

A. F. Lines

MINNEAPOLIS

F. B. Thorne

NEW HAVEN

W. A. Mulligan

NEW ORLEANS

W. J. Creger

NEW YORK

J. J. Freund
*D. J. Allingham
H. W. VanNess

NEWARK

*G. M. Guest
R. C. Robinson
*T. M. Gleason

OMAHA

A. C. Wiles
C. K. Freund
*H. W. DeMott
*W. B. DeRango

PHILADELPHIA

J. Schwartz
C. Schnirring
*G. N. White
C. C. Waters
*R. B. Brandes
*H. J. Fuchs
E. J. Matthews
*R. R. Chaffa
T. F. Bell
G. R. McAllister
R. H. Martin
G. Rannenberg
L. E. LeMaster

PHILADELPHIA

*J. W. Turner
I. Hancock
*I. J. Gough

PORTLAND, ORE.

G. D. Roe
H. J. Brown

PROVIDENCE

E. D. Crandall
J. L. Schora

RICHMOND

*A. Bartlett

SAN FRANCISCO

C. H. Billington
D. B. Starrett
T. N. Colwell
J. C. Deardorf
C. H. Linehan
P. Pearson
D. G. Becknell

SPRINGFIELD, MASS.

L. B. Behan

ST. LOUIS

G. G. Ralls
*L. G. Davidson
D. M. Elliott
L. F. Reynolds
G. M. Davis
*H. E. Shifflette

ST. PAUL

*W. A. Partee

TOLEDO

N. B. Boulware

WASHINGTON

H. L. Rudnick
S. E. Richter

WORCESTER

A. R. Smith

DEALERS

1—E. H. Benson
Canton, Ohio

2—J. E. Gaffaney*
Fargo, N. D.

3—S. W. Grant
Beaumont, Texas

4—T. N. Prior
Trenton, N. J.

5—H. J. Roof
Tampa, Fla.

6—G. N. Paxton
Bloomington, Ill.

7—G. L. Larkin
Utica, N. Y.

8—R. A. Rehm
Albuquerque, N. M.

9—H. Tuell
Chattanooga, Tenn.

10—H. J. Smith
Parkersburg, W. Va.

11—C. E. Anderson
Pasadena, Cal.

12—I. Vincent
Topeka, Kan.

13—W. W. Cantor
Bristol, Tenn.

14—H. C. Schumacher
Glendale, Cal.

15—J. J. Flynn
Jamestown, N. D.

16—H. G. Fentress
Nashville, Tenn.

17—W. H. Scott
Macon, Ga.

18—H. Rowe
Fairmont, W. Va.

19—L. F. Spiece
Bucyrus, Ohio

20—W. W. Prior
Trenton, N. J.

21—C. B. Weissinger
Albuquerque, N. M.

22—H. H. Phillips
Trenton, N. J.

23—A. G. Packard
Hornell, N. Y.

24—S. C. Parker*
Macon, Ga.

25—F. L. Patty
Austin, Texas

26—H. G. Bancroft
York, Pa.

27—H. D. Harper
Anderson, S. C.

28—J. E. Wikoff
Oklahoma City, Okla.

1—W. A. MacLean, Montreal

2—J. S. Dunn, Montreal

3—H. P. Lewis, Toronto

4—T. G. Lewis, Ottawa

5—R. A. Normandin, Quebec

6—H. D. Ebbutt*

7—H. Jones*

8—H. Harrison*

9—F. Tree*

10—James Hunt

11—W. D. Morgan

12—B. Harris*

13—A. F. Thomas

14—M. E. Raya & Company

15—O. & J. Dalitz Bros., James Dalitz

AUSTRALIA—Sydney Pincombe, Ltd.

1—W. J. Sheehy

2—R. G. Hood

3—Joseph Foist

4—Alois Foist

5—M. E. Raya & Company

6—O. & J. Dalitz Bros., James Dalitz

7—A. F. Thomas

8—M. E. Raya & Company

9—O. & J. Dalitz Bros., James Dalitz

10—A. F. Thomas

11—M. E. Raya & Company

Securing School Business

By Edward V. Sherry, Philadelphia School Representative

When Mr. Stonehouse asked me to get up an article on the subject of securing school business, I told him that I felt very much in the position of the old negro who, when asked if he could change a ten dollar bill, appeared stunned for the moment and then brightened up and said, "No, Boss, but I certainly appreciates the compliment."

In visiting a school for the first time, or at the commencement of a new term, I have made it my practice to interview the principal or, in the case of a large school, the head of the commercial department, and secure his permission to give a demonstration before the class. I have never yet been refused this permission, and in most cases the principal will either have the teacher come to the office or take me to the classroom. The fact that the principal presents me to the teacher has a tendency to place her in a more receptive mood. In a number of cases the entire school has been assembled in the auditorium for my demonstration, and in others I have been asked to remain for other classes. Of course, after a salesman has once covered his territory, the varying conditions obtaining at each particular school will dictate his course of action.

Being an expert typist, I suppose that my approach may be a little different from that used by other salesmen. As one prominent Philadelphia salesman said, "I sell 'em with my head, not my fingers."

My plan, upon entering the classroom, is to first go into the construction of the machine, giving the usual demonstration, with which, of course, we are all familiar, and so I am not going to dwell long on this, except to call attention to a few of the things which I have found make the greatest appeal. If listed in order, they would be about as follows:

1. Complete protection from dirt, dust and erasures. In explaining the proper method of erasing, it is well to remember that in most schools the students are not permitted to erase, and the teacher will appreciate it if they are told that erasures should not be made in school, as accuracy is the first consideration; however, they should be instructed as to the proper way to erase, as we all make mistakes and occasionally it may be necessary to save expensive stationery.

2. Ease of changing margins. This always makes an impression, as is proved by the fact that often teachers will ask me to go over it again. The students are told that in an office it will be necessary for them to change the margin almost with every letter written, in order to turn out good looking work. If it is a long letter, the margin will be narrow, and if it is short it will be necessary to center it. With the ordinary machine this means the continual shifting of the marginal stop and the tabulator stop for the paragraph, while on the Royal the marginal stop and the paragraph stop are set once, and that ends it. Simply by moving the paper guide to the right or left, the margin may be widened or narrowed as desired, without the necessity of changing stops. Then, too, I have found that most teachers have

an elaborate memory system by which the students find the center of the paper on ordinary machines, and it makes a hit when they are shown how simple it is to find the center on the Royal.

3. Writing on cards. Twirling the card around and writing on the other side always draws a laugh, and this gives an opportunity to explain how the long single feed roll always guides the paper in accurately.

4. Lightness of touch and ease of operation, laying particular stress on the even touch across the entire keyboard, and the reason therefor, also the accelerating typebar, using the pencil demonstration as illustrated in the Salesman's Manual.

5. Writing to the extreme bottom of the sheet.

After thoroughly explaining the different features of the machine, I proceed with a writing demonstration, in an effort to counteract some of the speed propaganda which we find hanging on the wall in almost every school. It will be appreciated if the students are told that, if they will but practice for neatness and accuracy, the speed will come along as a matter of course, without their realizing it. Then the award system is brought to their attention, and by writing very slowly, but with an even rhythmic touch, I show them how easy it is to win the certificates, the gold pin, the gold medal and the typewriter.

After the demonstration, the present equipment of the school is ascertained, together with their needs, and the machine is left on examination.

To get results with the schools it is absolutely necessary that each school be called upon regularly, especially schools where the Royal is already established, and every possible service rendered. As Mr. Guest pointed out in his article last month, soliciting school business is entirely different from commercial selling, and it is courtesy and service that bring results.

At a meeting of the salesforce of one of our competitors recently, the local manager told his men that they might just as well look the facts in the face, and the facts were that there is very little difference in standard typewriters today, and the man on the job was the one who got the order. Of course, this was putting his machine on a very high plane, but the point is that we should realize what a big advantage we have over competitors who must look at things from this standpoint. Every Royal salesman has confidence in the article he is selling; he knows that we have, without a doubt, the best machine, and he also knows that the way to place the Royal in its proper place in the business world is to get our share of the school business.

In the above article Mr. Sherry, our Philadelphia School representative, has given us some very helpful and interesting points. It will no doubt be of interest to our organization to learn that our Philadelphia office recently secured an order from the Philadelphia Business College for 100 Royals, which gives us an exclusive equipment in this school.

A. M. STONEHOUSE,
Manager, School Department.